

**Patent claims**

1. A method for operating an optical display device in the case of which the user is displayed information pictorially by means of an optical display device, the user's direction of view being detected, characterized in that one of the variables of the pictorial information can be varied, and in that the information display variable changes with the user's direction of view so that the user need not look directly at the optical display in order to take in information.
2. The method as claimed in claim 1, characterized in that the shape of the display of information changes with the user's direction of view in order to display information to the user more accessibly.
3. The method as claimed in one of the preceding claims, characterized in that the position of the information display on the optical display device changes with the user's direction of view so that the user can perceive the information effectively in the case of indirect viewing contact.
4. The method as claimed in one of the preceding claims, characterized in that the intensity of the information display changes with the user's direction of view in order not to dazzle the user in the case of looking directly at the optical display device.
5. The method as claimed in one of the preceding claims, characterized in that the color of the information display changes with the user's direction of view so that the information display always stands out distinctly from the background.

6. The method as claimed in claim 1, characterized in that the information display variable changes continuously when the user's direction of view is averted from the optical display device so that the user can recognize the information clearly at any time.

7. The method as claimed in one of the preceding claims, characterized in that, in the case when the user turns his direction of view to the optical display device, the information display variable changes only after a prescribed time interval so that the user finds the information again immediately on the optical display device.

8. An optical display device by means of which the user is displayed information pictorially, a means being provided in order to vary the pictorial information, characterized in that the apparatus comprises a device for detecting the user's direction of view, and that a means is provided with the aid of which the information display variable can change as a function of the user's direction of view.

9. The apparatus as claimed in claim 8, characterized in that the device for detecting the user's direction of view is an image processing device.

10. The use of the optical display or of the method for operating it as claimed in one of the preceding claims in a vehicle.